

Minutes of the Cellar Society Planning Meeting on January 17, 2015

The meeting at the lovely home of Beth and Dick DeAtley was called to order by Chair Chris Wood at 6:15.

- I. Welcome was extended with new officers introduced and memorable moments recalled. **Elected at the Repast , December, 2014 were new officers for 2015-2016. They are: President Chris Wood, VP for Repast is Steve Smith. VP for the Picnic is Phyllis Harding; Bob Simoni is Treasurer and Jim and Bette Felton will be Secretaries. Steve Shank will continue as a signer for Society accounts.** Discussion ensued based on last year's tasting notes and there were preliminary comments on the 2014 Repast dinner .
- II. Discussion of Membership went beyond 20 minutes planned. Specific changes are that Eileen Slora and Tito Avila will become Preferred Guests. Proposed by Bob Simoni, Kelly Huffman was voted a Preferred Guest.

Other Membership discussion items included:

A. Continuing concern about the differences between Preferred Guests and regular members. As background, a Bylaws change made in 2013 cited:

'All guests (Preferred Guests and other guests) will be accepted for attendance at a tasting on a space-available, "first come/first served" basis as determined by the host, as of 14 full days before a tasting. For normal Saturday tastings, this means on the Friday two weeks before the tasting.'

Also from the By-Laws- 'A Preferred Guest is not admitted to a tasting ahead of other guests, but a Preferred Guest receives the following benefits:

1. Receives the Cellar Society newsletter, The Grapevine, by email at the same time as Members.
2. May RSVP directly to the host of a tasting.
3. Has the opportunity to become a Member if invited by the Membership. The first step to become a Member is to demonstrate enough interest in the club by becoming a Preferred Guest, if invited by the Membership.'

There was a **Motion, Seconded, and Defeated, to increase the Preferred Guest dues to \$75.**

B. A number of ideas were given to attract new, younger members in general, not just the 3 current openings. These include: inviting younger people and having tastings more 'educational'. This could be effective for recruiting several couples, particularly at double pour tastings. Another idea was to 'target' a tasting where we would work to bring prospective members.

C. It should also be made clear that a single member's regular guests are not charged, since the single and couple dues are equal.

- III. The Treasurer's Report for last year was distributed and presented by Steve Shank as Bob Simoni was not able to be present. Steve summarized the report by saying "we ended the year much as we started it". His comments on specific costs and expenses were much appreciated and copied here:

- Our total assets, i.e., our checking balance plus wine inventory (valued at cost), has remained nearly constant:
 - \$17,086 as of year-end 2012
 - \$16,951 as of year-end 2013
 - \$17,397 as of year-end 2014
 - However, due to inflation the number of bottles in our inventory has declined:
 - 241 bottles @ \$50.78 average cost as of year-end 2012
 - 232 bottles @ \$49.64 average cost as of year-end 2013
 - 224 bottles @ \$53.44 average cost as of year-end 2014
 - The amount of wine consumed at the last two Repasts was:
 - 2014: \$2,020 (59 bottles @ \$34.24) - 45 attendees
 - 2013: \$2,475 (51 bottles @ \$48.54) - 40 attendees
 - Last year's dues increase (\$650) was largely used up by the new cost for wine storage (\$600)
 - The tastings continue to run at a surplus: \$641 in 2014 and \$855 in 2013
 - The cost of the Repasts, excluding wine, continue to require a subsidy from dues: \$389.58 in 2014 and \$707 in 2013.
- IV. Discussion of the Annual Christmas Repast was led by VP Repast Steve Smith. After inferior food and service at the City Club in 2014, Steve, David and Steve Shank have requested money returned. There was animated discussion of the price of the repast and how much the Society should subsidize it in 2015. Choice of a location is extremely important, and possible sites being investigated are: the French Club, The Wattis Room at Davies Hall, and the Claremont Country Club in Oakland. Steve requested input about the 2015 repast planning.
- V. The 2014 Wine Committee reported on the inventory of wine in the Society's cellar. Needs identified were Chardonnay, Pinot Noir/Red Burgundy, and Cabernet Sauvignon. President Wood will convene a 2015 Wine Committee and they will plan buying and using strategies based on the group's input.
- VI. Phyllis Harding VP Picnic, reported that the proposed site of the picnic will be Eileen Slora and Tito Avila's new home in the Oakland Hills. Date and activities TBD.
- VII. 2015 Tastings were selected and vied for. Tasting venues are the selection of hosts. A list of the tastings from 2008 to 2014 was provided for members use. David Gibson suggested that one tasting in June or July celebrate the 45th Anniversary of the San Francisco Cellar Society. Phyllis Harding joins Steve and Marie DuBois in 'filling in' where needed to host a tasting. On the next page is a table of proposed dates and varietals with designated hosts. Please note the slight changes in some dates as requested by hosts.

Respectfully submitted, Jim and Bette Felton

The Cellar Society of San Francisco
2015 Tastings

2015/16 DATE	Event	Varietal	Hosts	Notes
Sat, February 21	Tasting, Marcello's Restaurant, SF	2012 Cabernet Sauvignon	Rick Taylor & Andrea Glassman	
Sat. March 14	Tasting, Location TBD	California Cabs	John Henry and Sue Beyer	
Sat. April 11	Tasting, DeAtley's Home	Sherry	Dick and Beth DeAtley	
Sat. May 9	45 th Anniversary	TBD	Feltons Gibsons	
Sat. June 13	Tasting, Gibson Residence	Pinot Noir	Gibsons	Double Pour Invite guests!
Sat. July 11	Catered Picnic	TBD	Harding Slora/Avila ?	
Sat., August 8	Tasting, Shank Residence	Old Vine Zinfandel	Nancy Rhodes, Marjie and Steve Shank	
Sat. Sept 12	Tasting, Gandara Residence	White Burgundy Vs. Chardonnay	Diane and Dave Gandara	
Sat. October 10	Tasting TBD	Brunello	Genie Simcox	
Sat. Nov. 7	Tasting TBD	Champagne	Steve Smith	
December 11 or December 12	Christmas Repast TBD	Cellar Highlights	Steve Smith	
January 9, 2016	2016 Planning	BYO for Drinking	DuBois Harding	
Feb. 6, 2016	Tasting, TBD	Red Bordeaux	Chris and Mignone Wood	